T S5/FULL/10

    5/19/10   (Item 1 from file: 810)
DIALOG(R)File 810:Business Wire
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**IONA: Ascent   Technology   Deploys   IONA   Technologies'   Orbix   in Airline
    Decision Support System**

May 04, 1998

Ticker Symbol: IONAY
Byline: Business/Technology Editors
Dateline: CAMBRIDGE, Mass.
Time: 06:09 PT
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        CAMBRIDGE, Mass.--(BUSINESS WIRE)--May 4, 1998--Ascent
Technology, a leading provider of resource scheduling and allocation
systems for the air transport industry, is using IONA Technologies'
(NASDAQ:IONAY) Orbix family of products to implement Ascent's complex,
mission-critical solutions to logistical challenges facing air
transport organizations. Ascent use Orbix as the middleware
infrastructure for its ARIS products which enable aircraft routing and
gate information display.
        Ascent's customers for these Orbix-based products include Delta
Airlines, the Federal Express Corporation and Japan Airlines. With
IONA Technologies' Orbix at the core of these products, Ascent can
provide its customers with flexible solutions which can be easily
tailored to meet specific application needs. Orbix, the world's
leading object middleware product, provides a complete range of
technologies for the creation of effective business solutions. Through
its conformance with the Common Object Request Broker Architecture
(CORBA) standard, Orbix enables organizations to make their different
software and hardware systems work together as one solution.
        Ascent Technology's state-of-the-art ARIS/AR product for aircraft
routing consists of two modules: Display Board and Turn Generator. The
Display Board provides real-time display of aircraft status
information, while the Turn Generator automatically builds the turns
that link flight legs together. The Turn Generator uses advanced
optimization techniques to achieve the most reasonable turn times for
each type of aircraft in the fleet. It also balances aircraft
utilization and manages the placement of aircraft at maintenance
stations to coincide with routine maintenance schedule. Another of
Ascent's products, ARIS/GateView, provides real-time gate status
information to administrative personnel throughout an airport.
Depending on an individual user's needs, this information can be
displayed either as a Gantt chart that relates flights to gates over
time, or as an aerial view representation of the airport's ground
operations.
        According to Windler Schweer, vice president of sales at Ascent
Technology, "Our ARIS products must deliver decisions that our airline
and airport customers can trust one hundred percent of the time. In
turn, we need to build our products on a platform we can trust one
hundred percent of the time to support robust, scaleable and secure
systems for our customers. This is why we use Orbix; we believe it is
superior to all of its competitors."
        "Air transportation managers in many of the world's leading
airlines and airport authorities are now streamlining their operations
by using decision support systems based on optimization techniques."
commented Kieron Branagan, director of business development, Airline
and Travel Industry Group at IONA Technologies. "Ascent Technology
recognized that in order to build advanced decision support systems,

it was imperative to select an architecture in which information could
be obtained from a diverse range of computing environments and be
processed in a consistent and seamless manner. We are pleased to
announce that Ascent selected CORBA and the industry's leading
implementation, Orbix."

Ascent offers an integrated suite of software solutions that
focus on the resource planning, allocation and management needs of the
medium- to large-scale airports.

For over 11 years Ascent has been helping airports around the
world increase the efficiency and reduce the cost of managing
time-critical activities such as gate assignment, ramp equipment
allocation and airside personnel scheduling. Our field-proven ARIS
software is used for both long range planning and real-time response
to unplanned events, and is unmatched in its ability to provide
operations personnel with decisions they can trust 100% of the time.

IONA Technologies' internal Airline and Travel Industry Group was
formed to ensure the widespread deployment of distributed object
technology. The Group manages the growing need for CORBA in the
development of mission-critical systems throughout this dynamic
industry.

Founded in 1991, IONA Technologies (NASDAQ:IONAY) is in the
business of Making Software Work Together(tm). IONA's leading product,
Orbix(r), provides customers with a standards based enterprise
middleware solution to make diverse software components work together
in a reliable, dependable and scaleable manner. According to IDC's
market research, Orbix, which is used by over 3,500 businesses
worldwide and conforms to the Object Management Group's CORBA
specification, is the world's leading object middleware product. For
more information visit: http://www.iona.com

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T S4/FULL/5

   4/19/5   (Item 5 from file: 15)
DIALOG(R)File   15:ABI/Inform(R)
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  'Being last is not always the worst thing'
Flint, Perry
Air Transport World v36n9 PP: 68-69 Sep 1999 ISSN: 0002-2543
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ABSTRACT: Delta Airlines has exploited the challenges posed by the
millennium bug to overhaul its obsolete IT infrastructure with leading-edge
technology that will help achieve operational excellence, give a big boost
to customer service and even contribute to revenue performance. The Airport
Customer Service Gate and Boarding project is being rolled out to Delta's
top 26 airports this year and will be in place throughout its domestic
network within the next 18-24 months. The gate and boarding project,
which includes new computer systems and software, boarding documentation
and procedures, is the cornerstone of the airline's ongoing Airport Renewal
program to modernize and standardized Delta's ancient airport technology
and physical plant.

TEXT: Headnote:
The millennium bug forced Delta to take a hard look at its IT shortcomings;
now it's on the leading edge of airport customer service technology

In crisis lies opportunity. For Delta Air Lines that old cliche has real
meaning: The airline has exploited the challenges posed by the millennium
bug to overhaul its obsolete IT infrastructure with leadingedge technology
that will help achieve operational excellence, give a big boost to customer
service and even contribute to revenue performance.

The secret weapon? The Airport Customer Service **Gate** and Boarding
project, which is being rolled out to Delta's top 26 airports this year and
will be in place throughout its domestic network within the next 18-24
months.

"The Y2K thing really spawned a lot of this because we had to go out to the
airports and get a lot of the junk out of there," agrees CIO Charles Feld.
"Being last with technology is not always the worst thing that can happen
to you." Feld, who manages the airline's wholly owned Delta Technology
subsidiary (formerly Transquest) and its 2,500 employees, was lured to
Delta in 1997 after a successful career at Frito Lay and Burlington
Northern by Delta Chairman Gerald Grinstein, who knew Feld from his days at
the railroad.
The **gate** and boarding project, which includes new computer systems and
software, boarding documentation and procedures, is the cornerstone of the
airline's ongoing Airport Renewal program to modernize and standardize
Delta's ancient airport technology and physical plant.

The system provides **gate** agents with real-time **information** about the
flight they are handling, including the status of connecting passengers. It
updates **seat** availability on a graphical cabin **display** , identifies
high-value customers by name and frequent-flier award level, and refreshes
as check-in, **seat** availability, **upgrade** status and connecting-flight
  information changes. At a glance, a **gate** agent can tell whether a
passenger is at the airport and checked in or needs to be rebooked on a
later departure.

"It will absolutely let us know whether you are likely to make the flight,"
says Executive VP-Customer Service Vicki Escarra. "It sounds like a simple

thing. It's huge as far as service goes. It allows us to continue to run our operation with a major focus on on-time performance."

All of the **information** is presented in a user-friendly Windows NT environment on Hewlett-Packard hardware. Agents no longer have to memorize and enter complex alphanumeric codes to begin their passenger and flight processingit's all right there in front of them and easily accessible via a point-and-click interface. Not only is the system simpler but it greatly enhances Delta's ability to recognize and reward its best customers or those needing extra attention.

(Table Omitted)

Captioned as: Delta **gate** agents at a glance can check the status of inbound flights and connecting passengers.

(Illustration Omitted)

"The beauty of it is that we can go and get a name-if you are a platinum medallion or an elderly person or an unaccompanied minor we will be able to [identify you and] have one of our agents meet you," Escarra says. Lists of connecting passengers can be reviewed and passengers who missed the first leg of their trip identified so that their **seats** can be released to standby passengers in a timely fashion. Escarra tells ATW that tests have demonstrated as much as a 30% reduction in boarding time.

A key is the use of barcode-scanning **gate** readers that also have a magstripereader backup. At the boarding **gate** enplaning travelers pass their boarding cards under the scanner, which instantly captures the data from the card including name, frequent-flier status, **seat** number and other **information** . This becomes part of the flight arrival and departure database, so **gate** agents know on a real-time basis which **seats** are filled and which customers are onboard.

Because the system is tied to Delta's customer database, "it really becomes a customercentric system," says Feld. "Not only do I know the connecting flights but I know the names of the people who are on those flights. I know what **gate** they're coming into, I know where they're going. I could also know that on your last Delta flight we lost your bags, and I could amaze you by apologizing for it and giving you a free **upgrade** ."

The system's greatest value, Feld and Escarra agree, will be during irregular operations. "When things go wrong, people want to be handled especially well," notes Escarra.

When Delta began the **gate** and boarding project 18 months ago, it brought together a team of airport customer service agents to help design the system with their needs in mind. One result is the graphically represented aircraft cabin on the computer monitor that refreshes itself as customers board the aircraft. It is a modern version of the plastic **seating** charts and sticky pads that agents used for decades. Delta's agents "really liked it when they had the sticky pads," says Feld.

The new system also reflects Delta's effort to integrate its vast customer databases. "You want to capture all the **information** about your best customers in a database that is uniform across the travel ribbon," explains Senior VP-Sales and Distribution Vince Caminiti. "The key to doing that is to have the platforms at the airports, in reservations and in your online systems all be the same."

Escarra brags that, "We are the only airline today that is developing technology around process, versus function. What that means is we have been planning and changing our technology around the customers, instead of the systems being functionally focused around reservations, airports and the Internet."

Feld adds, "If you think outward from the organizational functions, you're
thinking about planes, flight attendants, food, bags, because that's how
we're structured internally. But when you take an external view and say,
'the customer experience,' now you've cut across all that.

"And the beauty of it is that our people at the airport want to service
people, they just don't have the **information** ." They do now.

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COMPANY NAMES:
Delta Air Lines Inc (DUNS:00-692-4872 TICKER:DAL)
GEOGRAPHIC NAMES: US

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    Standardization; Customer services
CLASSIFICATION CODES: 8350 (CN=Transportation industry); 5240 (CN=Software
    & systems); 9190 (CN=United States); 2400 (CN=Public relations)
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Set      Items    Description
S1         32     GATE(W)INFORMATION AND SEAT? AND STANDBY AND UPGRADE AND D-
                  ISPLAY
S2         25     RD (unique items)
S3        107     GATE? AND INFORMATION AND SEAT? AND STANDBY AND UPGRADE AND
                  DISPLAY
S4         88     RD (unique items)
?
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Set       Items    Description
S1            0    TRANSQUEST AND GATE(W)INFORMATION(W)DISPLAY
S2           78    GATE(W)INFORMATION(W)DISPLAY AND STANDBY
S3           48    RD (unique items)
S4          212    GATE(W)INFORMATION(W)DISPLAY
S5          118    RD (unique items)
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